



Business Membership/Underwriting Rates

WERU Business Members are identified over the airwaves and internet through “underwriting announcements” that acknowledge a business or organization as a contributor to the radio station. This is a great way to support WERU and connect with our listeners and volunteers at the same time. Thank you for considering becoming a Business Member!

Basic Rates

12 Monthly Announcements	\$200/single payment or \$20/month
--------------------------	------------------------------------

Monthly Rates (announcement per week)

TIME OF DAY	3 MONTHS	6 MONTHS	12 MONTHS
Daytime (6 AM – 6 PM)	\$200	\$400	\$600
Nighttime (6 PM – 10 PM)	\$165	\$275	\$475
Overnight (10 PM – 6 AM)	\$100	\$175	\$325

Short-term Rates (minimum 10 announcements)

For-profit Business	\$17
Non-profit Organization	\$13

Guidelines

Announcements may include:

1. Name of the business or organization
2. Products or services
3. Physical location
4. Contact information
5. Established logo, tagline, or identifier

Announcements may not include:

1. Commercial/promotional language
2. Price information (including “free”)
3. Calls to action (“Come on down!”)
4. Inducement to buy (“Sale!”)
5. Comparative or qualitative language
6. Advocacy on any matter of public importance or interest.

Additional Business Membership Guidelines

1. Payment may be made by automatic monthly credit card deduction, electronic funds transfer, or as a single payment by check or credit card.
2. Full-year Business Members at the \$475 level or higher who pay in advance receive a 10% discount on weekly announcement rates.
3. Nonprofit organizations receive a 10% discount.
4. Business Members who commit to support for an entire year are listed on the WERU.
5. To the best of our ability, we will schedule underwriting announcements at times that the Business Member requests.
6. Underwriting announcements are 15 seconds in length for for-profits. Announcements for nonprofits are 20 seconds.

For more information:

Denis Howard, Business Support Manager

denis@weru.org or 207-469-3088